

825.  
LATEST STYLES  
IN  
AIR AND LIGHT

**GUTHFAN**  
*Conditionaire*  
TRADE MARK REGISTERED

*First Aid  
to  
Air Conditioning*

*Better Circulation  
Better Light*



## The First Real Improvement in Fan Design and Construction Since 1898

Everyone is familiar with the ordinary electric fan. With all the changes in its appearance, it still operates on the same old principle. It is simply an air blast blower.

The sketches to the right show how such fans partially defeat their own purpose of cooling, as they blow the hot, moist air that naturally rises to the ceiling, as well as the heat from the fan motor and lights.

### GUTHFAN—Successor to the Direct Blast Fan

Guthfan is not simply "another fan". It is a radical departure from all types of fans. It operates on an entirely new and patented, scientific principle. Note the illustration on the right, showing how Guthfan differs from all other air moving equipment.

*It draws up the cooler, drier air from the lower strata and distributes it outward and downward in a complete cycle which extends to every portion of the room below the fan level. The hot, humid air above the fan is undisturbed.*

*It creates a constant, cooling, gentle breeze without blasts or drafts.*

*It cools you all over with its uniform circulation.*

*It does not blow papers off desks. It does not cause "Summer Colds".*

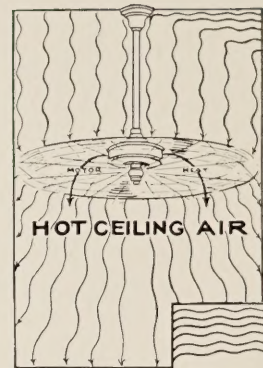
Contrast these points with the action of ordinary fans:

**PADDLE FANS:** These fans mounted from the ceiling cause inconvenience when placed over a table or desk. The direct blasts of heated air are annoying directly underneath, while only a few inches away little or no air is in motion. They produce flickering light, causing eye strain and headaches. They blow papers off desks.

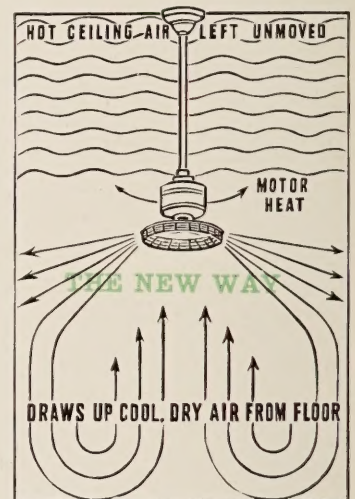
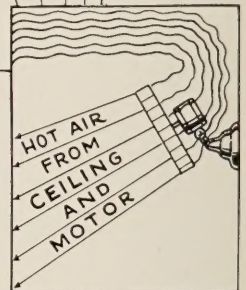
**WALL FANS:** Straight blast or oscillating fans cause a violent column of air that is intolerable at close quarters. This column, having a diameter the size of the fan blade, means a sectionalized air blast, causing stiff necks and colds.

Papers must be weighted down to prevent blowing away. Air currents are uneven throughout the room, and there is practically no air movement at the side walls.

Ordinary fans draw down the higher temperature and more humid ceiling air and blow it down into the occupied area.



THE  
OLD  
WAY



Guthfan Patents  
U. S. 1,699,201; 1,791,125;  
1,845,084. Also foreign Patents.



*Complete Cycle Circulation*



# GUTHFAN *Conditionaire*

## Complete Cycle Circulation

Guthfan's revolutionary new principle overcomes all the objections inherent in ordinary type fans.

Continuous, gentle, all-over circulation means entire absence of drafts or blasts. Its even action cools the entire body. As all air in the occupied area is in constant motion, there are no pockets of stagnant air. While **Guthfan** circulates almost a mile of cubic feet of air per minute it is distributed over a wide area with an effect similar to that of a cool, steady Spring breeze, producing comfort and increasing efficiency.

## Efficiency and Economy

Three 16-inch oscillating fans move a total of 4,800 cubic feet per minute. One Guthfan circulates 5,134 cubic feet of air per minute, yet it uses about half the amount of current.

## Proper Circulation Necessary to Health

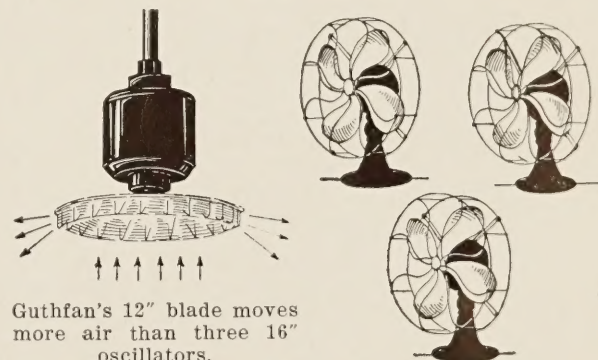
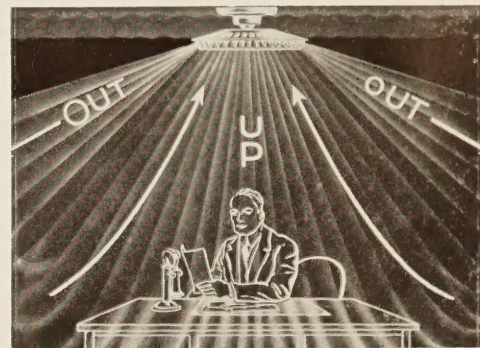
When you go into a tightly closed room, regardless of the temperature, you feel stifled, nervous and uncomfortable. Start a Guthfan and almost instantly you are invigorated, "peppy", and refreshed. Lack of circulation causes air stagnation, increases body temperature and lowers vitality, with consequent less resistance to disease. Comfort, health and efficiency positively demand proper air circulation.

The human body gives off enough heat in one hour to raise 1,000 cubic feet of air about 20° Fahrenheit. With this heat the body also gives off moisture. Unless the body heat and the moisture it contains are dissipated continuously and effectively, discomfort follows and with it comes lessened vigor, drowsiness, irritability and general lack of "pep".

Guthfan overcomes these conditions admirably. It draws up the cooler, drier air from the lower part of the room and gently circulates it in an even, zephyr-like breeze that is comforting and cooling. Efficiency rises as the sultry condition disappears—jangled nerves are quieted and work becomes a pleasure. The cooler the air, the lower percentage of moisture it will carry. Since Guthfan circulates the coolest air in the room, the comfort it produces is due in a great measure to the lessened moisture content of the air it distributes.



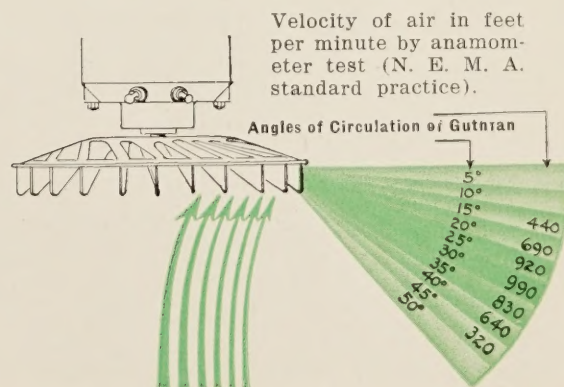
Simple Demonstration Shows Two-Way Air Movement Exclusive With GUTHFAN CONDITIONAIRE



Guthfan's 12" blade moves more air than three 16" oscillators.



One Guthfan circulates 5134 cu. ft. of air per minute. Three 16" oscillators move 4800 cu. ft. of air per minute. Current consumption of Guthfan 125 watts. Current consumption of oscillators 240 watts.

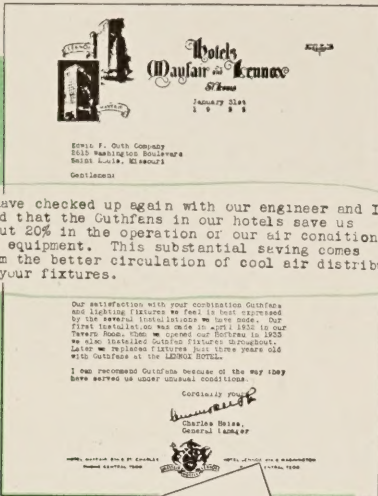


*Cools You All Over*



# GUTHFAN *Conditionaire*

"Guthfans in our hotels save us 20% in the operation of our air conditioning equipment."



## Guthfan Often Makes Expensive Air Cooling Unnecessary

**As An Adjunct to Air Conditioning it Reduces Operating Cost**

Used alone, Guthfan Conditionaire has proved to many thousands of satisfied customers its effectiveness in giving cooling comfort. Its principle of complete cycle circulation has made the installation of costly cooling systems unnecessary in many cases.

Before deciding on any cooling system, try Guthfan. It may solve your problems at a fraction of the cost.

### Makes Air Conditioning More Effective

Used in connection with air conditioning, Guthfan has a definite and most important place. Cooled air must be circulated in order to function efficiently. The unsolicited testimony contained in the letters to the left give striking instances that prove this.

### Guthfan's Part in Air Conditioning

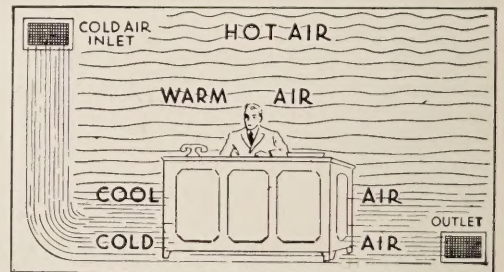
The sketches below tell their own story. It is a law of nature that hot air ascends and cold air descends. Air does not circulate unaided. Cold air, once past the intake, drops towards the floor.

Guthfan, being installed in the center of the room, overcomes the natural tendency of cool air to remain along the floor, and by drawing up this cool air and circulating it to very part of the occupied area, it equalizes the temperature. Uncomfortably cold and hot spots disappear as the cool air is distributed outward and downward throughout the entire living zone. With Guthfan circulating conditioned air there are no more chilled feet and hot heads.

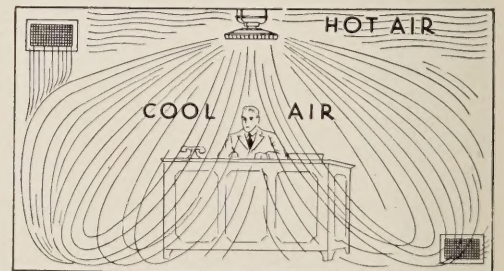
Many architects are now recommending Guthfans to make air conditioning effective.

### Profit by the Experience of Others—Investigate Guthfan

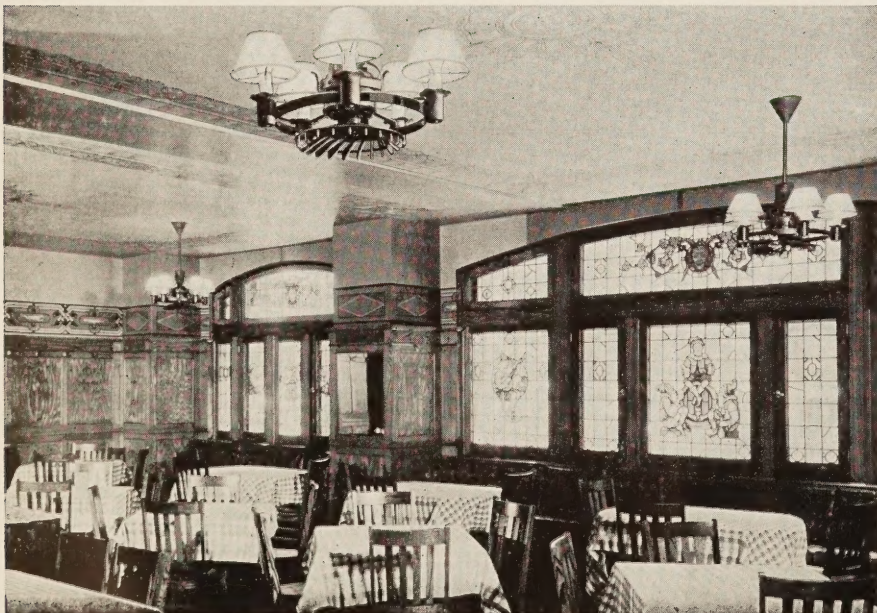
"Eliminated a very troublesome smoke and humid condition."



Air conditioning problem due to improper circulation, causing variations in temperature.



Guthfan's complete cycle circulation makes air conditioning more effective as it utilizes the cool air to the fullest extent. With Guthfans in use, less cooling air is required. Relieving the refrigerating unit effects savings that more than pay for the cost of Guthfans.



The popular Hofbrau of Hotel Mayfair is always uniformly cool and comfortable. GUTHFAN Conditionaires alone provide comfort in this room.

*First Aid to Air Conditioning*



## Guthfans Are Made With or Without Lighting Equipment

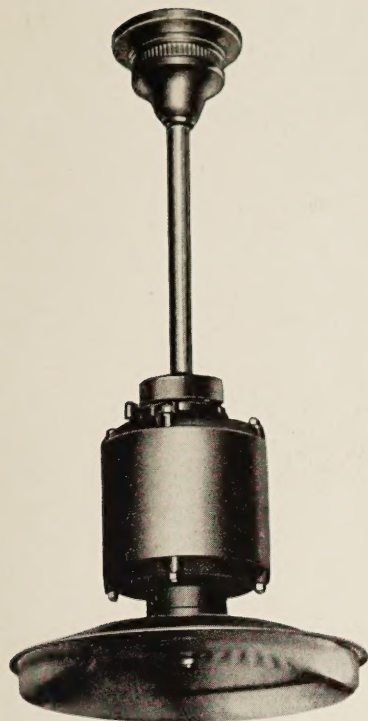
The same special heavy duty motor and blade is used on all standard type GUTHFANS, regardless of price.

When combined with lighting equipment, GUTHFAN is finished to harmonize with the lighting unit.

See page 15 for indirect type lighting fixtures where GUTHFANS are desired as auxiliary equipment.

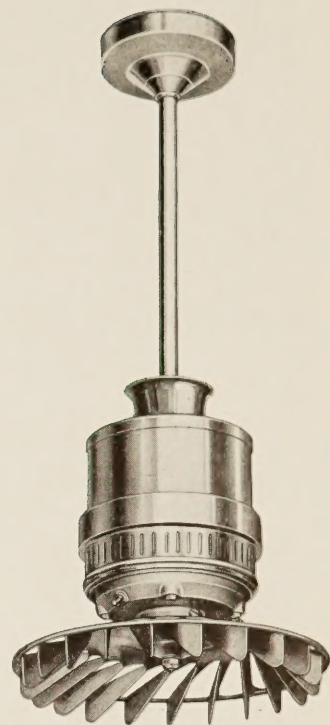
R5365 GUTHFAN (at right) with Chromium plated housing and stem, presents a most aristocratic appearance.

**GUTHFANS WITH OR WITHOUT  
LIGHTING EQUIPMENT  
CAN BE INSTALLED ON  
ANY STANDARD CEILING  
OUTLET.**



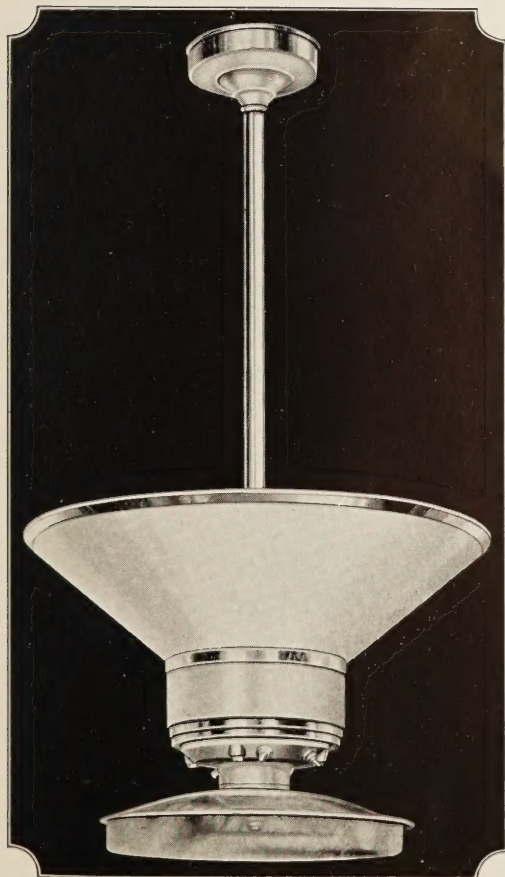
**R4813**  
Two Speed  
No Lights — Spread 12"

Finish, English Brass. Also furnished in Silver, if specifically ordered, at no additional cost.



**R5365**  
Two Speed  
No Lights — Spread 12"

Canopy stem and Housing finished in Polished Chromium. Fan blade finished in Satin Silver.



**R4808 — R5661**

(At Left)  
**R4808 — R5661**  
Two Speed

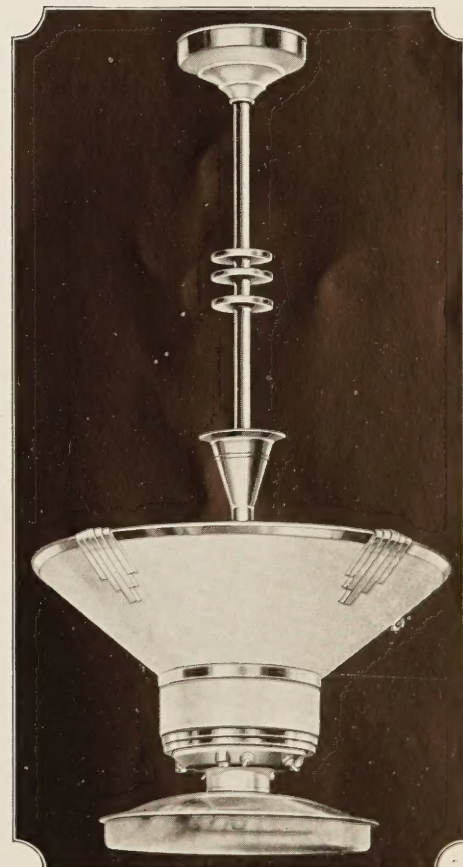
Indirect Lighting—Three Lights  
Aluminum Reflector — Finish  
ALZAK, Inside and Outside.  
Polished Bands.  
Stem finished in Chromium.

Watts			
No.	Capacity	Lgth.	Ref. Dia.
R4808	600	44"	20"
*R5661	600—900	44"	22"

\*Uses 300 watt medium base lamps.

(At Right)  
**R5170**  
Two Speed

Indirect Lighting—Three Lights  
Aluminum Reflector — Finish  
ALZAK, Inside and Outside.  
Polished Bands and Cartouches.  
Stem and Canopy — Finish  
Polished and Satin Silver.  
Fan finished in Satin Silver.  
450 Watts Capacity.  
Length, 44". Ref. Dia., 18".



**R5170**

*Available With or Without Lighting Fixture*





R5664

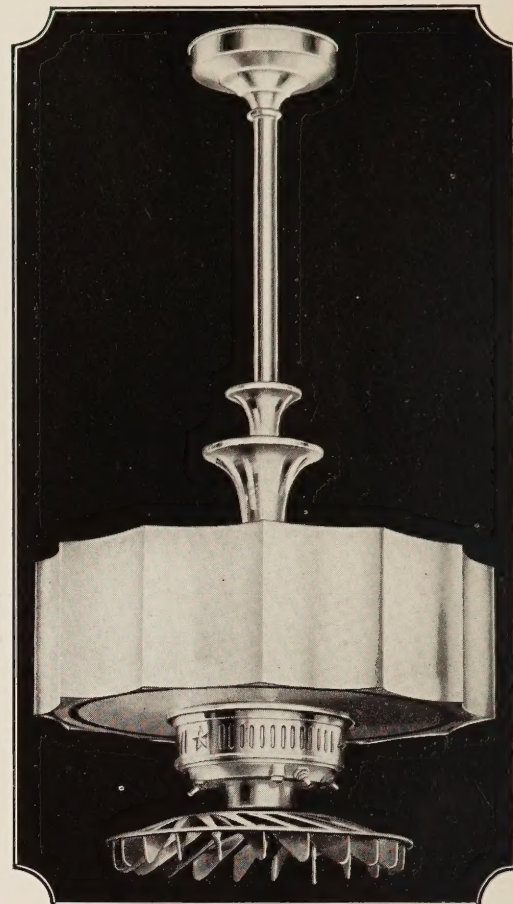
Three Lights—Two Speed. Indirect Lighting. Aluminum Reflector finished in ALZAK. Outside finish, Satin Aluminum. Stem and motor cover finished in Satin Silver. Canopy, ornaments and fan finished in Gold. 600 Watts Capacity. Length 44". Ref. Dia. 20".

Indirect type lighting fixtures, when used in connection with GUTHFANS, give excellent results when walls and ceilings are of light ivory or white color, and outlet spacings are not extreme.

In most instances a 600 watt unit can be used on ceilings 12 feet or under in height. For ceilings from 12 to 14 feet, 900 watt units are suggested.

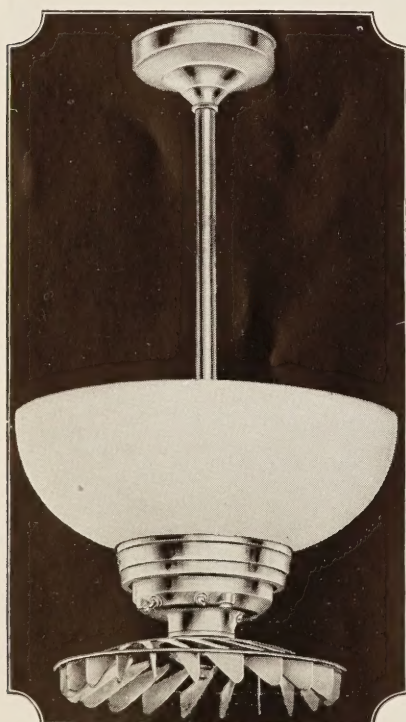
Indirect type GUTHFANS are often interspersed with Guth Super Illuminator types. (See illustration on page 12.)

In R5664, at right, the two louvres at the bottom emit a soft radiance which illuminates the reflector exterior with a beautiful glow.



R5232

Three Lights — Two Speed  
Indirect Lighting Reflector and Stem finished in Silver. Cones finished in Gold. Velvetone Glass bottom. 600 Watts Capacity. Length 44". Ref. Dia. 18".



R5494—R5698

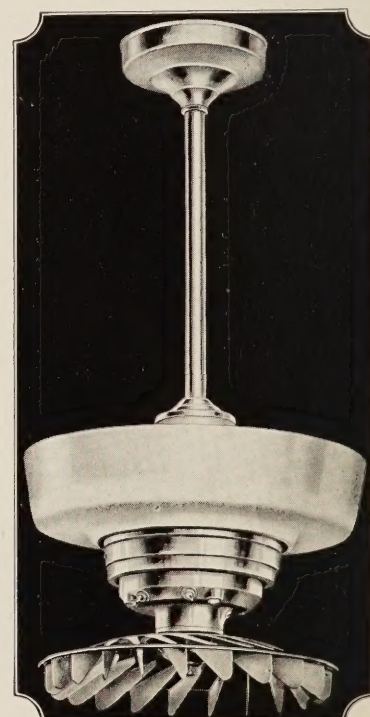
At Left: R5494—R5698  
Three Lights — Two Speed  
White Opal Glass Bowl.  
Metal Finish Silver.

Number	Watts Capacity	Lgth.	Bowl Dia.
R5494	450	44"	16"
R5698	600	44"	18"

At Right: R5073—R5662  
Three Lights — Two Speed  
White Opal Glass Bowl.  
Metal Finish Silver.

Number	Watts Capacity	Lgth.	Bowl Dia.
R5073	450	44"	16"
*R5662	600—900	44"	20"

\*Uses 300 watt medium base lamps.



R5073—R5662

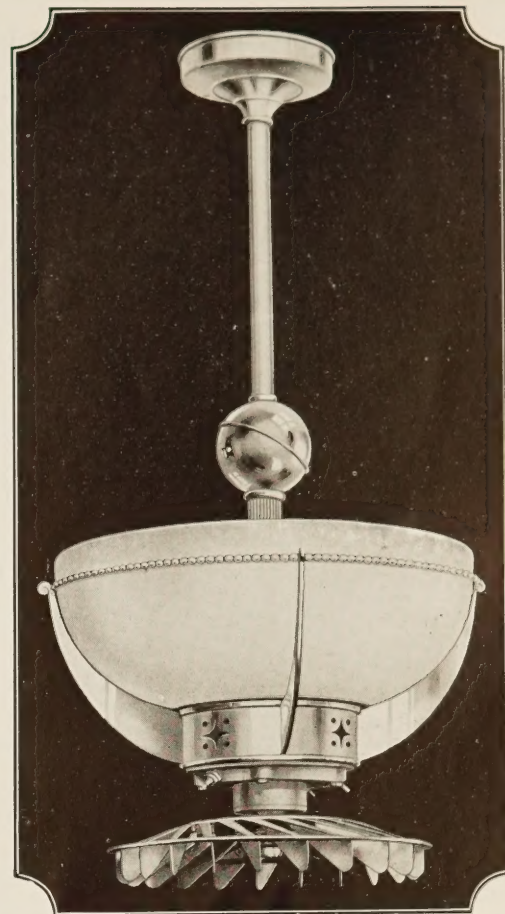




For high ceilings and large rooms with single outlet, or where dark decorations exist, semi-indirect types are suggested.

OUR ILLUMINATING ENGINEERING DEPARTMENT IS AT YOUR DISPOSAL FOR RECOMMENDATIONS.

No charge or obligation is incurred in availing yourself of this service.

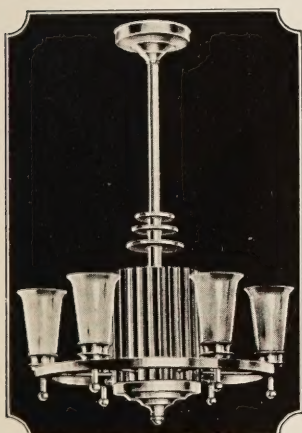


R5234—R5699

Three Lights—Two Speed  
White Opal Glass Bowl.  
White Stem and Canopy.

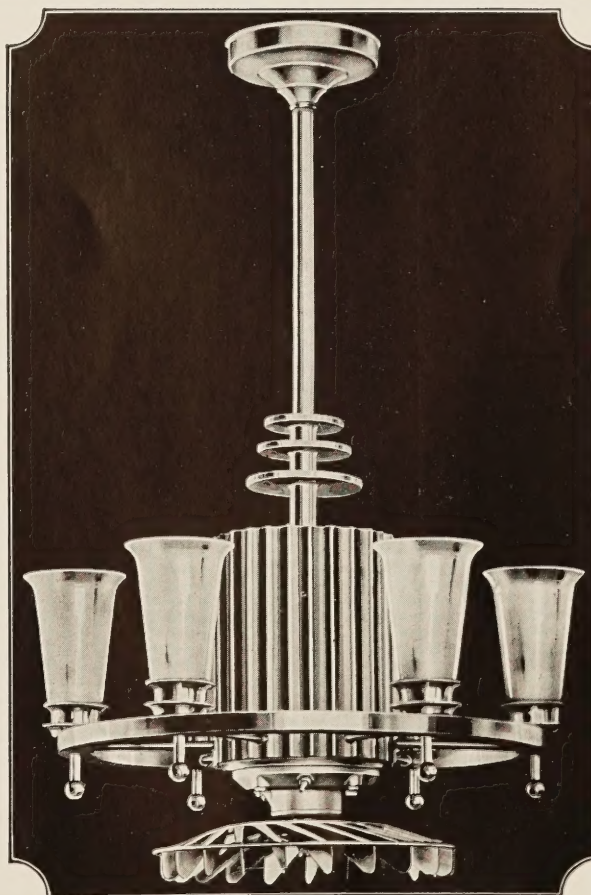
Fan, Reeded Stem and Metal Laurel Leaf Surrounding the bowl, finished in Empire Gold.

	Watts		Bowl
Number	Capacity	Lgth.	Dia.
R5234	450	44"	16"
R5699	600	44"	18"



R5236 with Fan Blade removed and winter cover applied.

(See page 12.)



R5236

R5231

Three Lights—Two Speed  
White Opal Glass Bowl.  
Metal Finish Silver.

	Watts		Bowl
Number	Capacity	Lgth.	Dia.
R5231	450	44"	16"

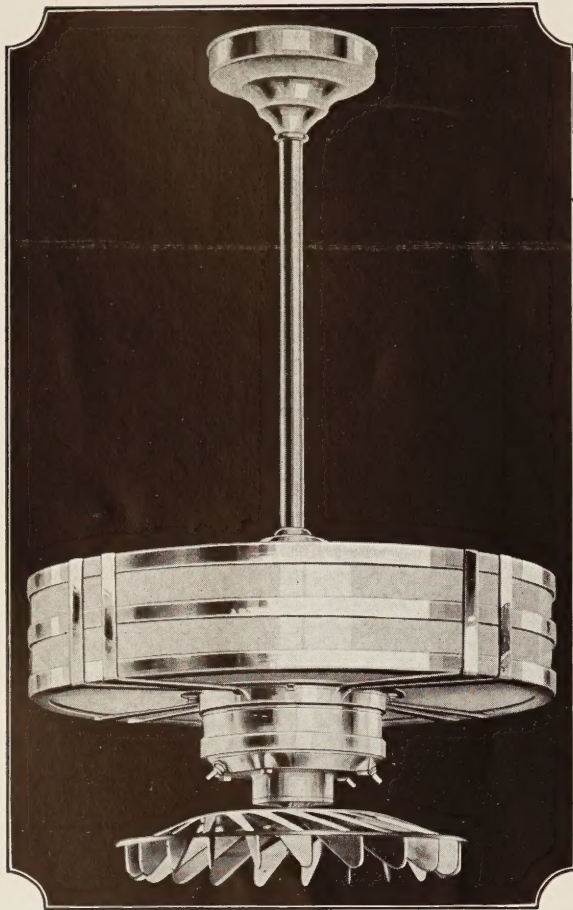
R5236

Six Lights—Two Speed  
Vase shaped Frosted Glass shades. Metal finish. Silver.  
Shade Holders and Bottom Knobs, Gold.

	Watts		
Number	Capacity	Lgth.	Spread
R5236	240	44"	22"

*Draws Up Cool Air From Near the Floor*





R4802—R5255

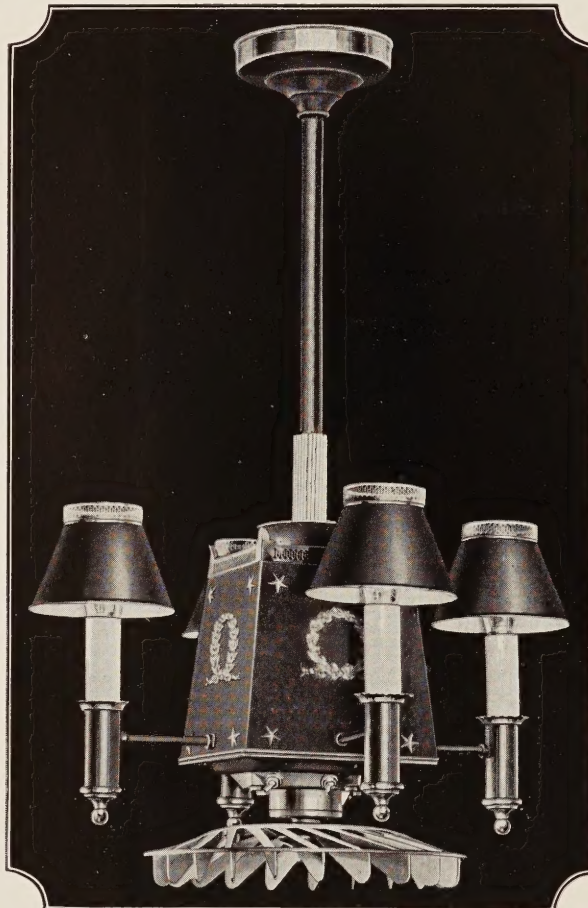
Three Lights—Two Speed

Translucent natural mica side panels. Alabaster cased glass bottom panels. Metal finish, Silver.

Number	Watts Capacity	Lgth.	Diameter
R4802	600	44"	20"
R5255	750—1500	44"	22"

The illustrations in this catalog show the types of Guthfans which can be supplied immediately from stock.

For period requirements we will gladly submit special designs upon request.



R5233

Four Lights—Two Speed

Metal housing and metal shades finished in Regency Red and Empire Gold. Fan, raised wreaths, reeded tube and stars finished in Empire Gold.

Number	Watts Capacity	Lgth.	Spread
R5233	240	44"	20½"



R4807  
Five Lights—

Natural mica shades candles.

Metal Finish—Antique

Number	Watts Capacity
R4807	300

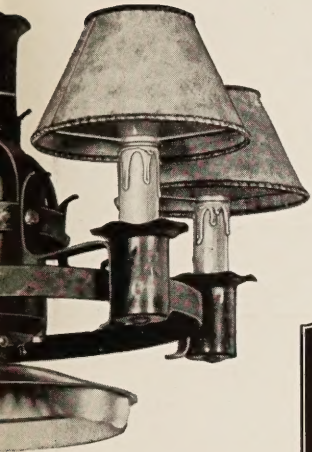


Unobtrusive efficiency combined with graceful beauty. Note arrows pointing to Guthfans.

*No Violent Air Movement—Just Cooling Comfort*

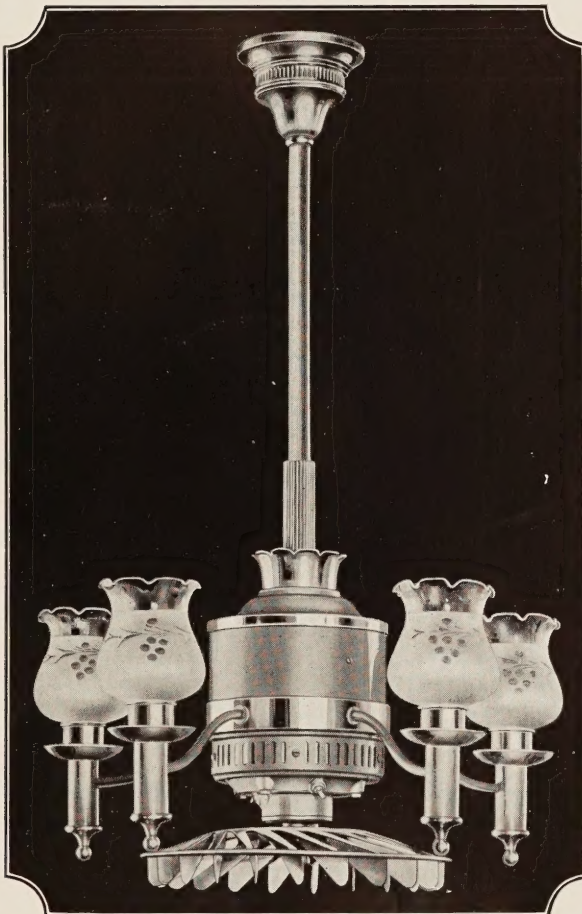


GUTHFAN is the only unit manufactured with which lighting equipment can be combined without resultant annoying flickering or shadows, or heat from the lamps being drawn down into the working area.



Two Speed  
in diameter. Drip  
hammered Iron.

Lgth.	Spread
44"	25½"

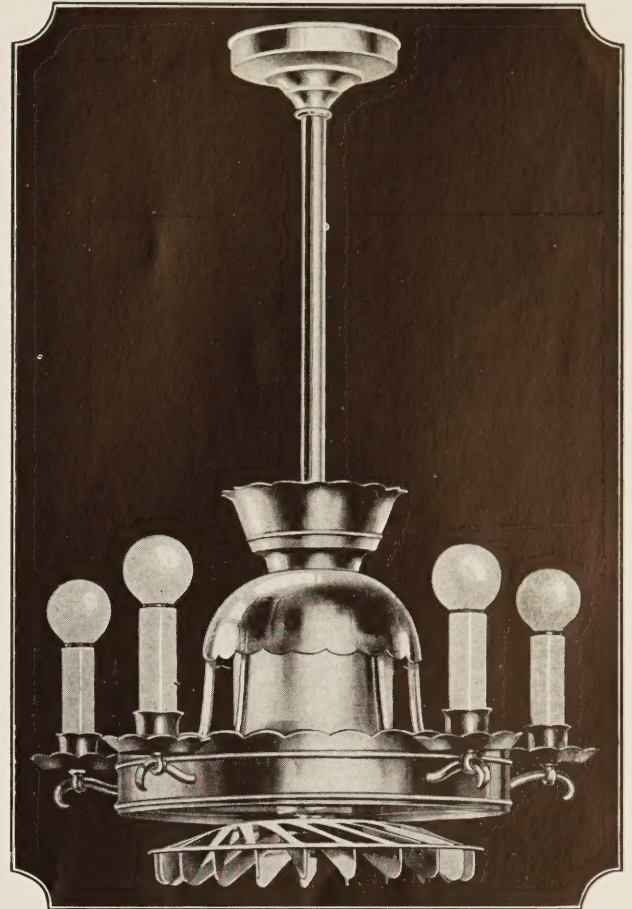


R5235

Five Lights—Two Speed

Metal finish, Georgian Green and Brass.  
Dainty frosted, clear cut shades.

Number	Watts Capacity	Lgth.	Spread
R5235	200	44"	22"

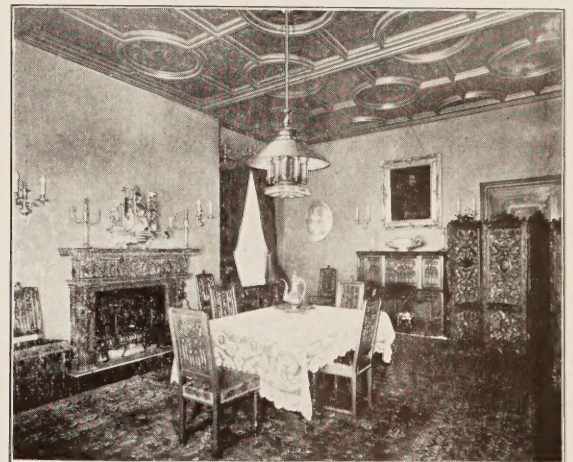


R5237

Five Lights—Two Speed

Finished in Pewter and Brass.  
Fan blade finished in Dull Brass.

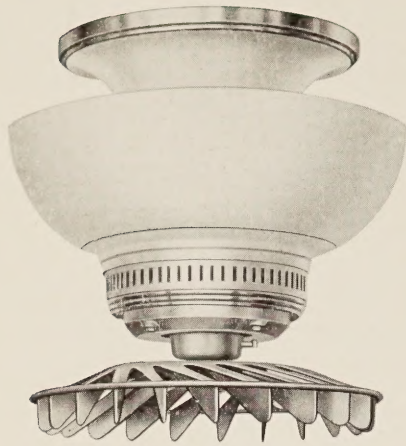
Number	Watts Capacity	Lgth.	Spread
R5237	300	44"	22"



In perfect harmony with the  
decorative scheme.

*Appropriate Styles for Every Purpose*





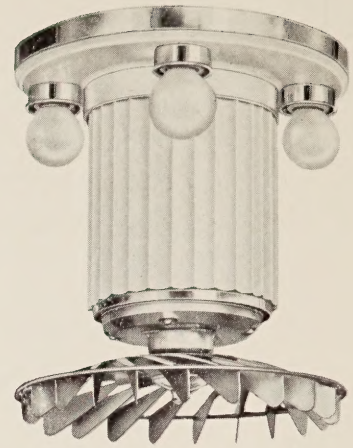
**R5691**

Three Lights — Two Speed

Diameter 14". Height 13" O. A. Opal glass bowl. Finish, White and Gold.

## Attractive New Designs

These dainty Guthfans are ideal for home, office or store, where the ceilings are low. Their attractive finish will harmonize with practically any kind of furnishings.



**R5692**

Four Lights — Two Speed

Diameter 12½". Height 13¾" O. A. Finish, Gold and Silver.

**R5711**

No Lights—Otherwise same as R5692.

## Railroad Coach Type

For Coaches, Dining and Sleeping Cars.  
(Approved by Div. of R. R. Mail Service.)

**R4809**

Four Lights — Single Speed

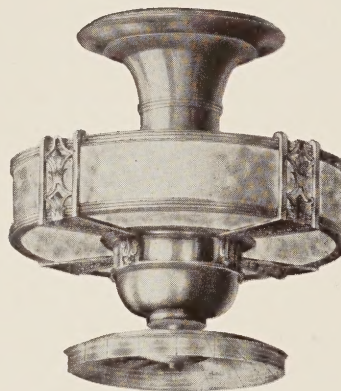
600 watts capacity—for 32-volt D. C. only.

Length 20" Ref. Dia. 18"

Cast and Spun Bronze—Silver Finish.

Translucent panels of opal glass.

(See page 14 for Mounting Diagram.)



**R4809**

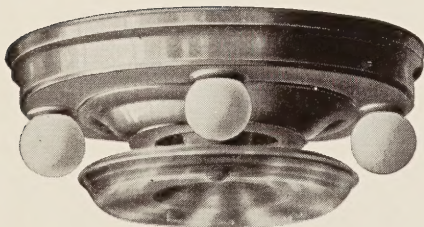
**R5065**

Four Lights — Two Speed

Same design as R4809 (LEFT), except that it has pendant hanger (as on R5237—Page 9).

Also has two speed motor and is for use only on 110 volt, 60 cycle A. C., or on 110 volt D. C.

Suitable for office, home or store.



**R4954**

Four Lights — Single Speed

Diameter 15"

Ceiling ring, Spun Brass. Finished to match the surroundings.

**R4950**

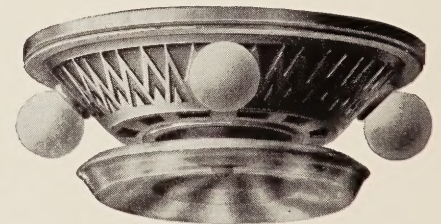
No Lights—Otherwise same as R4954.

Fan guard furnished with all elevator type units without extra cost.

## Elevator and Vault Types

In these types illustrated at right and left the fan blade is 10" in diameter. Highest velocity one foot from periphery of the blade is at 60° below the horizontal of the blade instead of 30° as on other types.

(See page 14 for mounting diagram.)



**R4974**

Four Lights — Single Speed

Diameter 14½"

Cast Bronze—Natural Finish or finished to match the surroundings.

**R4970**

No Lights—Otherwise same as R4974.

Fan guard furnished with all elevator type units without extra cost.



# GUTHFAN Conditionaire



It is interesting to see how strongly typical comments from users of GUTHFANS substantiate what has been said on previous pages. To reproduce, or even quote from, all the equally commendatory letters would require a book much larger than this one. In fact, we have yet to learn of a GUTHFAN Conditionaire which did not exceed all advance expectations.

## Keeps 90% Occupancy in Hotel

As you know, we purchased from you, fans for the James Robertson Apartment Hotel, which was opened in October, 1929. These fans have been most satisfactory and a number of our permanent and transient guests have commented favorably upon them. In the smaller apartments, especially, they use them in the winter for ventilation as well as in the summer.

This building, at the present time, is enjoying a ninety per cent occupancy and believe one of the major reasons for this is due to the operation of these fans.—Pritchett-Thomas Co., Nashville, Tenn.

## After Test Equipped Entire Office

We found that they were very satisfactory and more practical than the old type of ceiling and desk fan, the distribution of air being much better, without the direct force of the air coming upon papers and other materials that might be lying around the office. As a result of our experience with the first three fans, we installed them thruout the office.—Steel Founders' Society of America, Inc., New York City.

## Three Years of Satisfaction

These fans, after having been in service for approximately three years, have given high satisfaction and we believe that for ventilation of low ceilinged rooms such as this, that it is undoubtedly the best fan on the market today.—Atlantic City Auditorium and Convention Hall, Atlantic City, N. J.

## Ideal for Beauty Shops

We have had GUTHFANS installed thruout our school and have enjoyed the use of them for the entire summer season. We found that during the intense heat of the summer our class rooms and work rooms were delightfully cool at all times. Prior to the installation of GUTHFANS, we were never able to find a fan that would not blow hair while curling. However, we find that GUTHFANS do the work satisfactorily, as they circulate and cool the air, but do not blow the hair. We think the GUTHFANS are wonderful and we would not want to be without them.—Marinello School, St. Louis.

## Architects Praise GUTHFAN

The fan-light has arrived and been put up—on the hottest day of the summer so far. All of the men in the office are delighted with it. It keeps the air well stirred up all along the 25 feet of the drafting room and is a great improvement over the use of portable fans set on the floor. Probably the outstanding feature of the unit for a drafting room is the fact that it circulates the air enough to bring comfort without making enough draft to blow the drawings off the tables.—D. R. Beeson, Architect, Johnson City, Tennessee.

## Used With Air Conditioning

We have in our restaurant located in Washington, D. C., an installation of the Guth Conditionaire, which is used in conjunction with our air cooling system. The result with this combination has proven itself satisfactory and has eliminated a very troublesome smoke and humid condition which existed before the installation of the Guth Conditionaire.—Dikeman's Restaurant, Washington, D. C.

## Customers Sell for Us

We took both Mr. Stokes and Mr. Calkins to the home of one of our clients in which we installed one of your fan fixtures several years ago. Our client did all the talking; it was not necessary for us to say a word. As soon as we came back to town we had the order.—The Studio of Lighting, Inc., Miami, Fla.

## Best for Hospital

These fans have been in constant use during warm weather and we have found them entirely satisfactory. They do not create a direct draft on the patient, yet create a sufficient agitation in the air to make a room comfortable. All in all, we consider them about the best type of fan for this purpose that we know of.—Central Dispensary and Emergency Hospital.

## Power Company Says Customers Repeat

We have sold approximately thirty numbers, which we think is a splendid record, considering the short time the Fan has been on display. Reports from purchasers of the fan are that they are well pleased with your product and this is verified by the fact that we have had repeat orders from two of our customers.—Kansas City Pr. and Lt. Co., Kansas City, Mo.



R4811

Two Speed

Three Lights—600 Watts Capacity.

Same pedestal as on R4810 (at right).

Finished in English Brass or Polished Chromium.

20" diameter Indirect Lighting reflector is Aluminum, finished in ALZAK.

Has 18-foot cord and plug.

R4810

Two Speed

Portable — No Lights Spread 16"

Finish, English Brass or Polished Chromium.

Adjustable from 5 feet to 7 feet, by means of friction grip device.

Has 18-foot cord and plug.

*No Drafts - No Blasts - No Summer Colds*





Guthfan makes the living room a comfortable place despite the hot weather.



An attractive place to eat, with Guthfans cooling the diners.



## Metal Cover to Replace Guthfan Blade

Finished to match the fixture.

Converts unit into Lighting  
Fixture only.

Installed in few minutes.

Picture shows how R5234,  
illustrated on Page 7, looks  
with winter cover applied.

Price of cover, \$1.25.



After a steaming hot day, one finds restful slumber under the soothing, cool breeze of a Guthfan. Heat is forgotten as the gentle circulation of cooling air brings quick relief.



Buying becomes a pleasure when you can get what you need in a cool, well lighted shop. Clerks are more obliging because the hot weather does not oppress them. This means bigger sales and better satisfied customers.



The efficiency of the employees in this office, even on the warmest days, is greatly increased by Guthfans. More and better work is done when complete air circulation makes it a pleasure to perform the daily tasks.



# GUTHFAN *Conditionaire*

## List Prices of Guthfans

GUTHFAN No.	CAT. PAGE No.	SHIPPING WEIGHT (LBS.)	LIST PRICES & CODE WORDS				GUTHFAN No.	CAT. PAGE No.	SHIPPING WEIGHT (LBS.)	LIST PRICES & CODE WORDS			
			A. C.	110 VOLT 60 CYCLE	D. C.	110 VOLT				A. C.	110 VOLT 60 CYCLE	D. C.	110 VOLT
R4802	8	65	\$64.80	BABA	\$74.80	BRUYN	R5232	6	70	\$73.00	HUTCH	\$83.00	HUZZA
R4807	8	60	83.60	AZOF	93.60	BAAL	R5233	8	70	81.00	HUSKY	91.00	HYSON
R4808	5	50	54.00	ADEN	64.00	AGORA	R5234	7	65	61.50	HYMN	71.50	HUNKS
R4809	10	80	98.00	D. C. only	108.00	CARIA	R5235	9	70	74.50	HOVEL	84.50	HUMBLE
R4810EB*	11	115	81.00	CLOE	91.00	CREON	R5236	7	70	83.00	HENNA	93.00	HERALD
R4810PC*	11	115	88.00	GOMBO	98.00	GUNNY	R5237	9	65	70.00	HARPY	80.00	HALTER
R4811EB*	11	125	88.00	CRITO	98.00	DENIS	R5255	8	70	70.50	LIEGE	80.50	LOACH
R4811PC*	11	125	95.00	GUSTO	105.00	GUEST	R5365	5	44	54.00	PRIOR	64.00	PRISM
R4813	5	42	44.40	DRACO	54.40	DREUX	R5494	6	65	55.60	HOARD	65.60	HONEY
R4950	10	55	65.20	EDOM	75.20	SETON	R5661	5	50	58.50	HOURI	68.50	HOVER
R4954	10	55	69.20	ELI	79.20	SEWER	R5662	6	60	65.60	HUMAN	75.60	HYDRO
R4970	10	60	80.10	ELIAS	90.10	SHANK	R5664	6	70	85.00	HYPER	95.00	IDIOM
R4974	10	60	84.10	ERATO	94.10	SHARD	R5691	10	50	56.50	IMAGO	66.50	INDIC
R5065	10	70	84.00	HEROIC	94.00	HOIST	R5692	10	50	55.50	INDUE	65.50	INFIX
R5073	6	60	55.60	HEBE	65.60	HELA	R5698	6	65	56.60	IRADE	66.60	ISLET
R5170	5	55	58.50	ROMAN	68.50	ROWEN	R5699	7	70	65.50	JETTY	75.50	JIMMY
R5231	7	65	64.40	HURT	74.40	HUSH	R5711	10	50	51.50	PIQUE	61.50	PISTOL

\*EB means English Brass; PC means Polished Chromium. Silver finish, where shown, indicates a finish similar to silver.

GUTHFANS SHOULD BE HUNG LOW FOR BEST RESULTS. FOR USE OVER TABLE, FIXTURE MAY BE HUNG SO THAT BLADE IS ABOUT 5'8" FROM THE FLOOR. IN OPEN SPACES HANG FAN FROM 7'3" to 6'6" FROM FLOOR. STEMS ARE FURNISHED IN SECTIONS TO PERMIT THIS. SPECIFY FAN LENGTH WHEN ORDERING.

### FOOTNOTES APPLYING TO ABOVE GUTHFANS

**SWITCH CONTROLS**—Above prices include separate switch controls for fans, speeds and lights (wall switch for control of lights and motor speeds described with wiring diagram on page 14).

**SPECIAL FINISHES** may delay shipment and are charged for at 10% additional cost.

**WINTER MOTOR COVERS** (illustrated on page 12)—\$1.25 list each.

**MOTORS**—GUTHFAN Conditionaire with motors of currents as specified above can be shipped immediately. GUTHFANS with single speed motors operating at maximum speed available at same list as two speed. When ordering, be sure to specify CURRENT, VOLTAGE, and CYCLES.

**SPECIAL DESIGNS** in harmony with any special architectural treatment, or interior decoration motif will be promptly submitted upon receipt of request accompanied by detailed information.

**EXTRA LENGTH STEM**—70c list per foot or fraction.

**WHEN ORDERING** please specify length of fan (determined by ceiling height), also voltage, whether AC or DC current, and number of cycles, if AC. When writing for recommendations, it will greatly assist us if diagram of room is furnished, giving dimensions, ceiling heights, spacing of outlets, as well as locations of furnishings or equipment. All shipments are made from St. Louis or distributors' stocks. Credit references with order will facilitate shipment if not rated in Dun & Bradstreet. C. O. D. shipments require advance deposit of 20 per cent.

## The EDWIN F. GUTH COMPANY

St. Louis, Mo.

### SOME GUTHFAN INSTALLATIONS

Harvey's Restaurant, Washington, D. C.  
Morrison Hotel Barber Shops, Chicago, Ill.  
Montgomery-Ward & Company, Kokomo, Baltimore, St. Paul and Kansas City.  
University of the Philippines, Manila, P. I.  
Chamber of Commerce, Honolulu, T. H.  
Stock Exchange, Montreal, Canada.  
Town House Apts., Oklahoma City, Okla.  
Railway Express Agency, St. Louis.  
University of Texas Cafeteria, Austin, Tex.  
20 U. S. Veterans' Administration Facilities, including those at Tuscaloosa, Ala., Bronx, N. Y., Roanoke, Va., Waco, Tex.  
Lake City, Fla., Florence, Mass., Rutland, Mass., Phoebus, Va., Dawson Springs, Ky., Tucson, Ariz.  
Indian Affairs Hospital, Yuma, Ariz. Airports at Pensacola, Fla., and Langley, Va.  
Southern Mfg. Co., Gadsden, Alabama.  
Los Angeles County Hospital, Los Angeles.  
Morrison Cafeteria, Jacksonville, Florida.  
Savannah, Ga., Montgomery, Ala.  
Missouri Athletic Ass'n, St. Louis, Mo.  
Y. M. C. A. (Army & Navy) Christobal, Canal Zone.  
Montgomery County Court House, Conroe, Texas.

Tilden Hall Hotel, Bloomington, Ill.  
Marion Hotel, Hibbing, Minn.  
F. W. Woolworth Company, St. Louis, Mo., and Webster Groves, Mo.  
S. H. Kress & Company, New York City.  
Rike-Kumler Company, Dayton, Ohio.  
Steamship Magmerie, Savannah, Georgia.  
Wieboldt Beauty Shoppe, Evanston, Ill.  
The W. T. Rawleigh Co., Freeport, Illinois.  
Lilly Bros. Funeral Parlor, Des Moines, Ia.  
St. Joseph Hospital, Wichita, Kansas.  
Cutler & Cutler, Portland, Maine.  
Central Hotel, Elkton, Maryland.  
Western State Teachers' College, Kalama-zoo.  
Ness Creamery, Biloxi, Mississippi.  
City Hall, Columbia, Missouri.  
Orchard Paper Co., St. Louis, Missouri.  
Steel Founders Society, New York City.  
Textiles, Inc., Gastonia, North Carolina.  
Ohio Bell Telephone Company, Columbus.  
Emergency Hospital, Washington, D. C.  
Coca Cola Co., St. Louis, Mo.  
Union News Co., Roanoke, Va.  
Ford Motor Co., St. Louis, Mo.  
City Hospital, Louisville, Ky.  
Rice Hotel, Houston, Tex.

Brandon Hospital, Poplar Bluff, Mo.  
Laclede Gas Light Co., St. Louis, Mo.  
Jos. Horne Company, Pittsburgh, Pa.  
Commodore Hotel, New York City.  
U. S. Trust Co., New York City.  
Narragansett Hotel, Providence, R. I.  
Robertson Apartment Hotel, Nashville, Texas Federation of Women's Clubs, Austin.  
Barron Department Store, Madison, Wisc.  
International Tel. & Tel. Co., N. Y. City.  
Colombian Steamship Co., New York City.  
Hotel Dover, New York City.  
Ruffolo, Inc., New York City.  
Walter Langley Co., New York City.  
Victor Emanuel, New York City.  
Ernest W. Brown, Inc., New York City.  
N. Y. State Labor Dept., New York City.  
Beer & Company, New Orleans, Louisiana.  
Milgrims Hat Co., New York City.  
Norge Co. of Missouri, St. Louis, Mo.  
Hotel Yancey, Grand Island, Nebraska.  
Amerada Oil Co., Tulsa, Oklahoma.  
United Mine Workers of America, (General Offices) Washington, D. C.  
City of Augusta, Ga.

*Circulates More Air Than 3 16" Oscillators*



# GUTHFAN *Conditionaire*

## Installation

Guthfans are assembled as far as possible and are easily and safely installed on standard electrical outlets. Complete instructions accompany each unit.

The drawing at the right shows the assembly of Guthfan Conditionaire. Note the steel loop and hook suspension which provides safe and vertical alignment of the unit.

The 4-spring motor suspension absorbs horizontal and vertical vibration, assuring quiet operation. This is a Guthfan patented feature.

Guthfans are furnished with sectional stems permitting installation to within 2 inches, plus or minus, of desired length, insuring quick mounting to desired height.

Standard length of pendant types is 44" over all. Sufficient stem is furnished for ceilings up to 10' x 8" in height. Additional length should be ordered for ceilings over this height.

Guthfan should be installed with fan blade about 5' 8" above the floor, when unit is placed over a table. For other locations, install it from 7' 3" to 6' 6" above the floor.

## Motors

Guthfan motor is specially constructed, heavy duty type with Boundbrook porous bronze bearings. It is cool running and requires oiling only once a year. It does not interfere with radio reception. The current input is approximately 115 watts.

Immediate shipment can be made of any type listed in this catalog, for use with 115 volt, 60 cycle alternating current, or 115 volt direct current, in either single or two speed. Alternating current motors, other than 60 cycle, operating at relatively synchronized speeds can be had at slight additional cost.

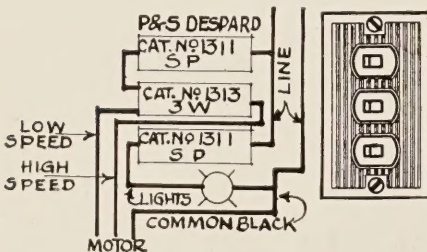
Complete data of performance, loads, speeds, construction, etc. will be furnished on request.

## Fan Blade

Guthfan blade is made from one piece of perfectly balanced, rigid steel. The turbine type vanes are correctly aligned at the proper pitch to produce maximum air movement.

## Lighting Equipment

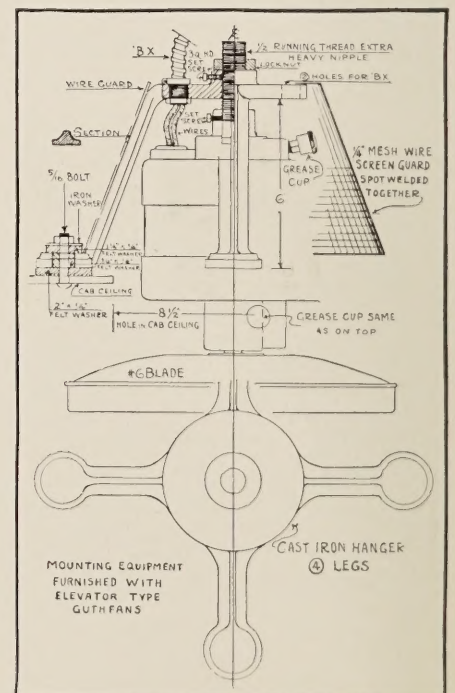
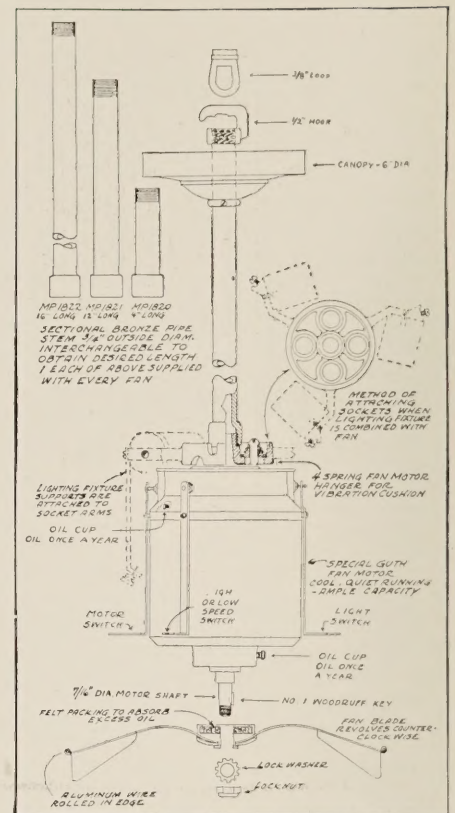
A wide variety of lighting equipment can be made with Guthfan. Special designs furnished upon request without obligation or cost.



## Wall Control Switches

All Guthfans have switches built in the motors to control speeds and lights. Switches are within easy reach. Lights and fan may be used at the same time or separately, as desired. For those desiring wall control of lights and motor, standard wall switches can be used.

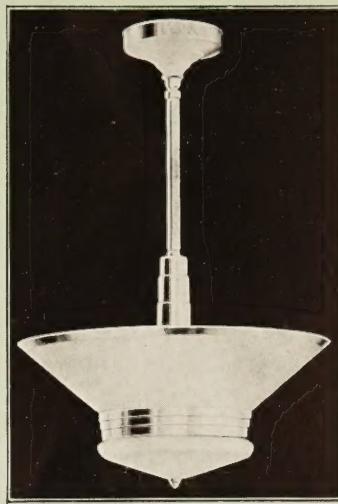
(See wiring diagram at left.)



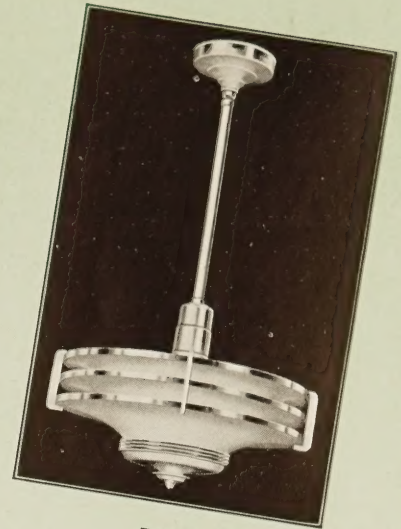




R5450



R4355



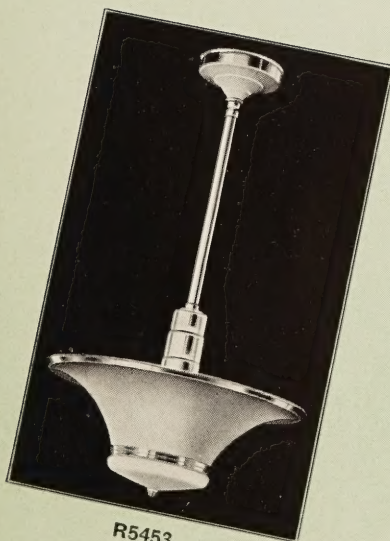
R5445

## **Latest Types of Super Illuminator Indirect Lighting Equipment**

Guth Super Illuminators are the most efficient indirect lighting units.

They provide uniformly diffused, glareless light, distributed over a wide area.

All Aluminum Super Illuminators have the celebrated Permanent ALZAK Finish on special high reflectivity Aluminum.



R5453



R4671



R5441





## Porcelain Enameled Indirect Lighting Units

Guth Porcelain Enamel Finish has an enviable reputation because it has a permanent, highly efficient reflection value.

This everlasting finish is fused on by electricity at 1700 degrees of heat. This insures a permanent, glasslike surface which is guaranteed not to check, peel, tarnish, rust, discolor, or fade.

Guth Lumo-Vitro Porcelain Enamel is the Lifetime Finish.



R5230



R5354

# GUTHFAN

## *Conditionaire*

TRADE MARK REGISTERED

Other United States and Foreign Patents Pending

### GUTHFAN

U. S. Patents—Nos. 1,699,201,  
1,791,125, 1,845,084  
Argentine Patent—No. 118,083  
Australian Patent—No. 18,016/29  
Belgium Patent—No. 357,605  
Canadian Patent—No. 293,747  
English Patent—No. 325,076

### PATENTS

French Patent—No. 667,554  
German Patent—No. 576,998  
Italian Patent—No. 276,375  
Netherland Patent—No. 27,784  
New Zealand Patent—No. 62,109  
Switzerland Patent—No. 139,264

## The EDWIN F. GUTH COMPANY

### Lighting Equipment

NEW YORK CITY  
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ST. PAUL, MINNESOTA  
1598 Berkeley Avenue

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12 Simpson Terrace (Newtonville)

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2835 West Pine St.

PORTLAND, OREGON  
1337 S. W. Broadway

CLEVELAND, OHIO  
1068 Leedale Avenue

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ATLANTA, GEORGIA  
17 Eleventh St., N. E.

DENVER, COLORADO  
1708 Sixteenth St.

MONTREAL, QUE., CANADA  
102 Willowdale



Three acres of floor space devoted to manufacturing Guthfan Conditionaires and Guth Lighting Equipment.

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